Sticky Situation

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ABSTRACT

Millions of people walk on sidewalks every day for work, school, shopping, etc. Numerous citizens complain that they see gum on the ground, and especially get frustrated when gum gets stuck to their shoe. Our product, Gum Shield, will protect the average walker from gum getting stuck to the shoe and ruining it. After researching the market and conducting product specific research we made a visually and structurally appealing product. Computer modeling and numerous tests were done to prove the viability and durability of the product. The final product was then tested again to prove that the redesigned component was better able to withstand the applied forces than the previous design. We hope to mass produce our product in different sizes to fit the requirement of customer demands

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1.0 SUMMARY

* 1. The Problem

Women’s shoes that have flat, smooth bottoms do not provide any resistance to sticky gum. In 1871, the gum production escalated with the patent of a gum manufacture machine; today, over 374 billion sticks of gum are made yearly, and when not disposed of properly, gum becomes a sticky situation. Women in urban areas have agreed that they hate it when there is gum stuck on their shoes as evidenced by the amount of responses to the online search “I hate it when gum is stuck on my shoe.” Although there are many answers on how to effectively remove the gum from your shoes, there are no solutions on how to keep the gum from sticking to the shoe.

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